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RFD LETTER

To

Radio Farm Directors

From

Radio and Television Service

Office of Information - U. S. Department of Agriculture

December 12, 1952
Letter No. 540

Dear Radio Farm Director:

This year's Chicago meeting of the NARFD was, we believe, the best yet. Our congratulations go to outgoing President Sam Schneider, the other officers, and their associates who planned the program -- and also to the entire membership, whose enthusiasm for agricultural service is reflected in the advancing maturity and effectiveness of the National Association.

Congratulations are also in order for the new officers: Mal Hansen, WOW, president; Jack Jackson, KCMO, vice-president; and Frank Atwood, WTIC, secretary-treasurer. With their leadership the NARFD can look forward to another year of outstanding progress.

For the information of those RFD's who didn't get to Chicago, the group decided to hold its spring meeting in Houston.

Club Foundation Has New Director

The 4-H Club Foundation announced today that it has a new executive director. He's Norman C. Mindrum, who has been assistant State 4-H Club leader in Minnesota and earlier was county agent in Winona County, Minn. He grew up on a farm near Rushford, Minn., attended Winona State Teachers College, and graduated from the University of Minnesota.

For you who are not too familiar with the 4-H Club Foundation, it is an incorporated, non-profit institution organized in 1948 and controlled by a 7-man Board of Trustees made up of representatives of the Federal and State Extension Services. It is financed by contributions of private individuals and organizations.

The best-known project that the Foundation carries out is the International Farm Youth Exchange. But there are four other points to its program of service: (1) Basic research in the development needs of youth, (2) citizenship and character building, (3) a national 4-H club center in Washington, D.C., and (4) training in human relations for youth workers.

Mr. Mindrum succeeds E. W. (Ed) Aiton, who recently became national leader of 4-H Club and Young Men and Women's Programs for the Extension Service.

Newspaper Farm Editors Organize

E. R. McIntyre of the USDA Press Service tells us that a new farm editors organization was born at Chicago last week -- the Newspaper Farm Editors Association. Its purpose is to promote fellowship and technical standards for the farm writers and editors who are full-time newspaper employees and devote at least half their time to farm affairs. Newspaper farm editors for several years have felt the need for a national organization since they did not fit into any existing group.

J. S. Russell, Des Moines Register and Tribune, is president, and Richard Orr, Chicago Tribune, is secretary-treasurer. There are 18 charter members from 10 States. They plan a spring meeting in Washington.

Quite a few RFD's also write farm columns in newspapers.

Farm Paper Group Elects

The American Agricultural Editors Association also met in Chicago last week on December 3. New officers for 1953 are G. O. Matlick, Kentucky Farmer; president; and Robert H. Reed, Country Gentleman, vice-president. C. L. "Cap" Mast of the Agricultural Leaders Digest is secretary-treasurer. The AAEA plans a spring meeting in Louisville.

Sights Raised on Cotton Crop

Just a word on cotton in case you missed a wire service story. The Crop Reporting Board this week estimated the 1952 cotton crop at 15,038,000 bales based on information as of December 1. That's nearly 1 percent above the November 1 forecast but still below the 1951 crop of 15,144,000 bales. The 10-year average is 11,775,000 bales.

The 1952 yield of lint per acre averaged 288.4 pounds, an increase of 16.5 pounds above last year and 20.8 pounds above the 10-year average.

General Crop Report

BAE's General Crop Report released Wednesday says that on December 1 harvest of late-growing crops was advanced well beyond usual. Virtually all soybeans and corn in the chief producing area had been harvested -- in many sections earlier than ever before. The warm, dry fall weather until mid-November also favored the harvesting of rice, peanuts, seed crops, sugar beets, potatoes and sweetpotatoes.

Egg production during November was 4 percent larger than last November and 41 percent above average, setting a new record for the month. A new record rate for the month has been set every November since 1944.

Milk production in November was 2 percent higher than last November, and production per cow on December 1 was record-high for the date -- 13 percent above average.

Commercial Truck Crops

BAE says the 1953 production of 14 winter vegetables is expected to be 8 percent larger than in 1952. Most of the prospective increase will be in cabbage, carrots, and lettuce. Indicated supplies are also above last year for artichokes, beets, kale, and green peas. They are below last year for lima beans, broccoli, cauliflower, celery, escarole, shallots and spinach.

Price Support on Cotton

Reports are reaching us that some cotton farmers don't know where to get price support loans or purchase agreements on their 1952 cotton. The procedure for obtaining loans is the same as in former years:

When the cotton is stored in a warehouse approved by the Commodity Credit Corporation, take the warehouse receipt and the official classification certificate to a loan clerk who will fill out the necessary forms. Loan clerks are usually available at approved warehouses, at approved lending agencies, or the county PMA office. If the grower expects to get the loan from an approved lending agency, it is not necessary to go to the county PMA office. If the plan is to be made direct to the grower from the PMA county office, the grower must go to the PMA office in the county in which the cotton was grown. If the cotton is to be stored on the farm, the grower must in all cases go to the PMA office in the county in which the cotton was produced.

If a purchase agreement is what the grower wants, he must likewise go to the PMA office in the county in which the cotton was produced.

The Price-Cost Squeeze

Prices received by farmers declined nearly 4 percent from mid-September to mid-November and now average lower than in any month since November 1950. At the end of November, farmers' prices averaged 1 percent below parity -- the first time they had been below parity since June 1950. A year ago they were 6 percent above parity.

The decline in farm prices -- together with price firmness at retail -- has reduced the farmer's share of the consumer's food dollar. Farmers received 46 cents of the dollar that consumers spent for farm-produced foods in October. That's 4 cents less than a year earlier, and the smallest share farmers have received since the Korean War began. These figures are taken from the November issue of BAE's Demand and Price Situation.

Home Demonstration Booklet

More than 3 $\frac{1}{4}$ million families changed home practices in 1951 as a result of home demonstration work, according to a new 24-page Extension Service booklet, "A Look at Home Demonstration Work in the U.S.A.," by Madge J. Reese, field agent. We have a few copies; let us know if you want one.

Insecticides -- How Great a Hazard?

We have mailed to you a copy of a talk by Dr. Edward F. Knipling, prepared for delivery at the 64th Annual Meeting of the American Association of Economic Entomologists at Philadelphia, Monday, December 15, 9:30 a.m. EST. Dr. Knipling is in charge of USDA's Division of Insects Affecting Man and Animals, and he's president of the AAEE.

Dr. Knipling raises the question: "Which is the greatest hazard -- insects or insecticides?" He says alarmists are telling the American people that insecticides are the greatest danger. They claim that we're being poisoned by the new chemicals.

"We as entomologists, must not underestimate our responsibility to the public in seeing that insecticides are used safely... On the other hand, I wonder if the general public is fully aware of our parallel responsibility of helping to adequately feed and clothe people by controlling the pests that destroy agricultural products."

Dr. Knipling points out that DDT has come under heavy fire. In reply he estimates that 5 million lives have been saved, and 100 million illnesses prevented through the use of DDT. "To my knowledge not one death (excluding accidental deaths) or serious illness has been caused among the people exposed to the insecticide in connection with the control of insects."

Dr. Knipling is convinced that today we have safer insecticides for controlling insects in the home than we had 10 years ago. But that story has not been told to the people. It will be even harder to get that story across in the future -- as the insecticide-resistant insect problem becomes more acute.

Chemical Baits for House Flies

On the subject of insecticide resistance, here's another story from the AAEE meeting in Philadelphia -- for P.M. release Wednesday, December 17.

Chemical baits may be the answer to control of insecticide-resistant house flies. A chemical bait is a combination of an insecticide with something like molasses, which attracts flies. In recent tests at the USDA entomology lab at Orlando, Fla., the baits proved more effective against resistant flies than any other treatment tried in the last three years.

These tests will be described Wednesday by J. B. Gahan, USDA entomologist. The toxic chemicals used were TEPP, sodium fluoro acetate, sodium arsenate, and sodium arsenite. This method is considered highly promising, but not yet recommended for general use.

By 1951, house flies infesting dairies around Orlando had developed such resistance to the chlorinated insecticides, such as DDT, that none of those materials gave satisfactory control. But the bait method, using molasses or brewers' malt, has given good control in field tests in a number of Florida dairies.

Foot-and-Mouth Roundup

Secretary Brannan announced this week that an outbreak of foot-and-mouth disease has occurred on the Island of Martinique in the West Indies. The United States has acted to prohibit the importation of cattle, sheep, other domestic ruminants, or swine, and of fresh, chilled, or frozen beef, veal, mutton, lamb, or pork from that Island.

Meanwhile, as we reported in the last Letter, our Government is getting ready to declare Canada free of foot-and-mouth disease March 1, if present favorable conditions continue.

With North America about to be declared free of this disease, let's review briefly the progress that's been made in fighting the disease since 1946. We've abstracted the following from a statement by Dr. B. T. Simms, Chief of BAI:

This is the seventh successive year that foot-and-mouth disease has occurred in one of our neighboring countries. The aftosa campaign in Mexico required eradication of about a million diseased or exposed animals and the production and use of about 60 million doses of vaccine. It required the cleaning and disinfection of large numbers of premises, the maintenance of strict quarantines for more than five years, and the countless inspections of susceptible animals.

The disease was in Mexico from December 1946 until the country was declared free from it September 1, 1952. During that time the United States maintained a special border patrol to prevent susceptible animals and certain products that might be contaminated, from coming into the country. Such prevention is required by Federal law. BAI was required to keep almost constant watch along the more than 1,900 miles of Mexican-U.S. border, in some areas on a 24-hour-a-day basis.

Now that the disease no longer exists in Mexico, the United States is accepting imports of Mexican cattle and other livestock as well as their meat products provided they meet the legal requirements of our country.

Along our northern border, the Bureau strengthened its forces when Canada reported on February 25, 1952, that foot-and-mouth disease had been diagnosed in Saskatchewan. It traced all shipments of cattle and other susceptible livestock from Canada that had been received in the United States during the weeks just previous to the closing of the border. Such cattle were found in 138 counties in over half of the 48 States in the Union. BAI held them under observation until it was safe to assume that none was infected with foot-and-mouth disease.

The last known case of foot-and-mouth disease in Canada was diagnosed last April. Canada's strong measures again shows that foot-and-mouth disease can be eradicated; that it's better to live without it.

FAO Council Meets

The U. S. delegation returned this week from a meeting of the FAO Council in Rome. The 18-government Council met November 17-29 to review the world food and agriculture situation, approve the budget and work program for 1953, consider a food shortage in Yugoslavia and proposals for international machinery to relieve famines. The U. S. delegation to this Council session was headed by Under Secretary Clarence J. McCormick and John J. Haggerty, Director of OFAR. The Council reviewed the progress of FAO's technical assistance program, and approved efforts being made to keep it coordinated with Point 4 programs and technical assistance work of other countries and private agencies. FAO is providing technical assistance to 52 countries with about 400 experts on the job and about 250 still to be recruited.

Network Farm and Home Shows

NBC National Farm and Home Hour...Saturdays 1:00 to 1:30 p.m. EST. "USDA Headlines" with Ken Gapen. The December 27 feature from Washington will be "What's Ahead for the Farmer in 1953," with USDA people.

ABC American Farmer...Saturdays 12:30 to 1:00 p.m. EST. "Top of the Farm News" from Washington. The December 20 program will include a feature on co-ops with Jerry Voorhis, Executive Director of the Cooperative League of America, plus "Soil Conservation Report - a Year-End Look at the Strength of Our Land," with Robert W. Salter, Chief of SCS, and Ken Gapen. The December 27 program will feature a New Year's message to the American Farmer from Paul Harvey, who owns his own farm near St. Louis.

CBS Radio Farm News...Saturdays 3:30 to 3:45 p.m. with Claude Mahoney.

Among Ourselves

Joe Tonkin says TV coverage of the 4-H Club Congress doubled over 1951...12 network and 28 local TV programs. Some 600 radio programs were recorded...plus 25 network and 100 local radio programs.

The new radio handbook for extension agents has drawn so much favorable attention that we would again like to mention it again. It's "Making Radio Work for You." Write us if you want one.

Best wishes from all of us for Christmas and the Holiday Season.

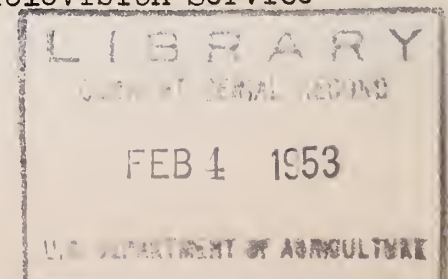
Cordially,

Ken + Don

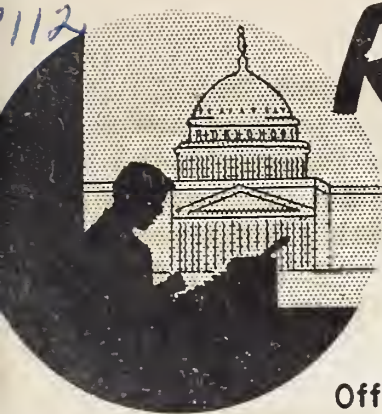
Ken Gapen and Don Looper
Radio and Television Service

ENCLOSURES:

Point Four in Agriculture
Garden & Home Food Preservation Facts
Agricultural Outlook Digest



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RFD LETTER

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Office of Information - U. S. Department of Agriculture



December 24, 1952
Letter No. 541

Dear Radio Farm Director:

The Department this week announced details of the farm production goals for 1953, and one thing is sure: If farmers plant up to goal acreages and the weather is reasonably favorable -- 1953 will be another record production year.

As you know, these goals are production targets for farmers. They reflect what farmers are capable of producing, probable demand and supply, and our needs in national defense.

The 1953 goals are emphasizing feed grains for the third successive year. For example, the corn goal has been set at 3,350,000,000 bushels -- a little above this year's big crop. Increased production of oats, barley, and sorghum grain also is wanted. Goals for hay have been pushed higher. And new grassland goals were established this year for the first time.

Goals for wheat and cotton are smaller. For wheat, the Department is asking for a short reduction from this year's crop. And for cotton, the goal has been set at 13 million running bales -- 2 million bales below 1952. We'll need more potatoes, sweetpotatoes, and dry edible beans. But less soybeans, and substantially less flaxseed. Rice, about the same.

The reason behind the smaller goals for wheat and cotton is that supplies of those commodities in 1953 will be large in relation to requirements. That makes it possible to put less emphasis on them and more on other crops such as feed grains.

The world carryover of cotton on August 1, 1953, is expected to be larger than it was this year....that will mean smaller exports. If spring wheat growers stay within the goals announced last July, the total harvest next year could be 925 million bushels, which would leave us with year-end stocks of 500 million bushels. That's all we need for emergencies.

The reason for the emphasis on feed grains is this: On October 1, the carryover stocks of feed concentrates totaled just a little over 20 million tons. Considering the fast rate of feed disappearance, that 20 million tons provided a reserve that could have been used up in 51 days. That's not a big enough margin of safety. The reserve should be around 30 million tons -- about what we had 2 years ago.

For farm prices: For most farm products, market prices in 1953 are expected to be about in line with prices in 1952, though perhaps down a little, on the average. This, of course, is provided the international situation takes no great turn for the worse. Supplies of some products may be rather large. But consumer incomes in this country probably will set a new high record. That means a very strong domestic demand. However, foreign demand has slacked off some already, and probably will continue at lower levels through 1953.

As the situation looks now: Prices of hogs will be about the same as or maybe a little higher than this year. Cattle prices may average lower. Prices for eggs and dairy products are expected to be up a little. Feed prices probably won't show much change. Wheat prices are likely to be about the same as this year, since prices this year averaged near the effective support level.

For prices paid: Modern farming requires mechanization, heavy use of commercial fertilizer, insecticides and fungicides, and other production supplies. The total cost of farm production has risen in 13 of the last 14 years; we can look for further increases in 1953. Costs of some manufactured items are likely to rise, and overhead expenses, such as interest, taxes, and depreciation will be higher.

For net income: With farm prices about the same and costs rising, farmers are being pinched. Their net income from agriculture in 1953 is likely to be smaller than the \$14.2 billion estimated for this year -- perhaps by as much as 5 percent. We need to keep close watch on that because modern farm production is tied more closely than ever to money costs and money incomes. In former times much of the farmers' costs were not money costs. The change makes farmers more sharply dependent upon money income than ever before.

Smaller Winter Wheat Crop in Prospect

The winter wheat and rye report issued last Friday predicted, on the basis of present conditions, a 1953 winter wheat crop of 611 million bushels -- 42 percent smaller than this year's record crop and 24 percent below average. The reason is the dry weather this summer and fall.

Rye is in a similar situation because of drought. Plantings were 7 percent larger than last year, but the condition of the crop was only 67 percent of normal on December 1.

1952 Production Second Largest in History

Farmers this year harvested the second largest volume of crops in history -- despite drought. Only two crops -- rice and oranges -- scored record production, but several were second largest -- corn, winter wheat, soybeans, hops, grapes, and sugarcane for sugar and seed. And a number of crops were much larger than average -- cotton and cottonseed, popcorn, all hay, alfalfa seed, and tobacco.

1953 Decline in Farm Exports

USDA's foreign agriculture folks expect American farm exports next year to be 20 percent below the record exports of the past season. They give two reasons: a dollar scarcity in many countries ... and increased competition we're facing abroad.

Hurt most will be exports of cotton, wheat, grain sorghums, lard and tobacco, with dairy exports also likely to be smaller. To get the full significance of that you have to realize that in 1951, the last complete year of record, we exported 34 percent of our cotton, 48 percent of our wheat, 23 percent of our tobacco, and 45 percent of our dried whole milk.

The foreign demand for our rice will continue to be more than we can supply.

X-Disease Preventive Measures Now Especially Timely

The recent discovery that X-disease in cattle can be caused by lubricants used on machinery makes it important that cattle be kept away from grease racks and machinery sheds, where they might consume grease and oils. Crank case oil and old oil drums should be stored where cattle can't get to them. That suggestion is especially timely right now with cold weather causing cattle to spend more time around farm buildings.

One of the causes of X-disease has been definitely identified as chlorinated naphthalene compounds, which are contained in certain lubricants. X-disease was first recognized in 1941 and has caused serious losses of meat, milk, and other animal products in almost every cattle-producing area.

International Wheat Meeting

The International Wheat Council will meet in Washington beginning January 30. It will resume negotiations on renewal of the International Wheat Agreement, which expires next July 31. Discussion regarding renewal began at a meeting at Council headquarters in London last April and May.

Foreign Program Meeting

The land-grant college contacts on foreign agricultural affairs will meet in Washington February 4-5 to discuss foreign program matters. At each college, the contact person is a staff member assigned to the job of handling foreign visitors and coordinating the college's participation in international programs. In Washington they will meet with representatives of USDA, State Department, MSA, FAO and others. It will be their third annual meeting.

Guide to Seasonal Farm Jobs in West

The Department of Labor has revised its Guide to Seasonal Farm Jobs in the Far Western States, and is asking that earlier editions be destroyed. The Guide is published in both English and Spanish versions.

Entomology Roundup

The American Association of Economic Entomologists, meeting in Philadelphia last week, turned up a flock of good bug stories. In case you missed some, or had trouble keeping them straight, here are the highlights of the USDA statements (except the two reported in the last Letter):

The treatment of livestock with injections of insecticides to control common external parasites, such as flies, mosquitoes, and lice, is being tested in cooperation with the Oregon Experiment Station. The chemical lindane, alone of five insecticides tested, was effective against deerflies and mosquitoes when injected under the skin of cattle. Once injected, the lindane is carried through the bloodstream, so that a fly or mosquito that pierces the skin is dosed with the insecticide.

Forbes scale, an insect pest of fruit trees, can be checked with the chemicals parathion, malathion, or an insecticide containing parathion used in early summer orchard pest sprays. Forbes scale has been on the increase in the Midwest since 1946 and is now the predominant scale species in apple, plum, and cherry orchards in that region. It was found in 71 percent of the apple orchards checked.

A disease of the European corn borer may eventually provide farmers with another weapon against that destructive insect. It is being studied by USDA and the Iowa Experiment Station, but results are preliminary.

Experimental efforts in the past two years to control the European pine sawfly by spraying with a virus disease of the pest have proved highly successful. Tests indicate the virus is carried over from one season to the next. Further research may help entomologists use it so that once applied it will continue to keep sawflies at such low population levels that they will be little threat. USDA and the New Jersey and Illinois forestry departments are cooperating.

Prediction of Saratoga spittlebug outbreaks in the Lake States may be possible through measurement of tree growth in red pine. Light infestations cause little or no apparent damage to the tree, but changes in tree form occur. If these changes can be observed early enough, the insects may be controlled before they build up into a heavy infestation.

Lindane vaporizers will effectively control flies under most conditions. USDA has approved their use in certain types of industrial buildings. However, they are not recommended for use in homes or other places where the vapors might be a hazard.

Smaller Spring Pig Crop Foreseen

The pig crop report issued Monday points to a continuation of the decline in hog numbers. Here's a brief summary:

Farmers' reports on breeding intentions indicate a 1953 spring pig crop of 48 million head -- 15 percent smaller than last spring. That estimate is based on an indicated total of 7,395,000 sows to farrow and assumes an average litter of $6\frac{1}{2}$ pigs.

The total 1952 pig crop was 91.8 million head -- 10 percent below the 1951 crop. The spring pig crop was down 9 percent and the fall crop 11 percent.

The fall crop -- at 35,355,000 -- is the smallest since 1948. The number of sows farrowing this fall was 12 percent below 1951, but the number of pigs saved per litter was 6.65 -- equalling the record high set by the 1950 fall crop.

Marketings from the 1952 spring crop were quite rapid during the fall and at weights slightly higher than the previous fall. That reflects the tendency of recent years toward earlier farrowing and earlier marketing.

After Christmas...

Here are a couple post-Christmas ideas on what to do with your Christmas tree -- at such time as you can get the kids to let you take it down:

Some American cities observe a Twelfth Night ceremony, in which Christmas trees, wreaths, and boughs are collected from the various homes and burned in a blaze of glory.

Bird lovers stand the tree in the yard after Christmas and attach bird food, such as suet, to the branches.

Director Named for Plum Island Institute

The director has been named for the Department's Plum Island Animal Disease Research Institute to be located on Plum Island in Long Island Sound. He is Dr. Maurice S. Shahan of the Bureau of Animal Industry, who is recognized as a world authority on foot-and-mouth disease. The Plum Island Institute will conduct research on foot-and-mouth disease and other dangerous livestock diseases.

Dr. Shahan is a native of Kearney, Neb., and received his degree of Doctor of Veterinary Medicine from Colorado Agricultural College in 1924. In April 1947 he went to Mexico as the first American co-director of the Joint Mexican-United States Commission for the Eradication of Foot-and-Mouth Disease. He was responsible for organizing and directing the beginning of the American phase of the eradication program in Mexico. In August 1948, he returned to Washington to direct foot-and-mouth disease research for the Department.

Prospects Good for Hybrid Sugar Beets

The sugar beet is believed by USDA scientists to be entering what may be one of its most profitable periods of experimental research. Dr. F. V. Owen, principal geneticist of the Division of Sugar Plant Investigations, says hybrid sugar beets are well on the way, but at this stage it is important to see that they are so bred as to be a sure improvement.

He expects the coming good hybrid varieties will bring to growers new advantages in addition to increased yield. One of these is more uniformity of size at thinning time as well as at the end of the season when evenness in growth will add to the efficiency of the mechanical harvester. Present varieties, Dr. Owen says, are of mixed types, some excellent but some too small and others too low in sugar. Hybrids can be more uniform in size and shape and sugar content.

Change in Potato Pattern

A report prepared by the Bureau of Census for USDA shows that 45 percent of the total U. S. potato crop in 1949 was produced by just 5,078 farms. One farm out of every three produced some potatoes, but less than one percent of those potato-producing farms produced almost two-thirds of the crop.

A 50 percent decline in the number of potato farms took place in the period 1934 to 1949, and it is probable that the trend toward fewer farms has continued. The average yield per acre more than doubled between 1935 and 1950 -- jumping from 122 bushels per acre in 1935 to 253 bushels in 1950. Yields were only slightly smaller in 1951 and 1952.

Market News Studied by Advisory Committee

The Livestock Research Advisory Committee, meeting here last week, recommended continuing study of methods of infection and transmission of vesicular exanthema along with intensified effort to eliminate that disease. The Committee advises the Department on research in progress and makes recommendations for further work.

Among other things, the Committee found need for more livestock market news, and for broader dissemination of market news. It suggested development of quarterly reports of cattle on feed, quarterly pig reports, and development of techniques for forecasting and preparing more timely statistics on the calf crop.

Tick Fever in Virgin Islands

Secretary Brannan Tuesday signed an order which places a Federal quarantine on cattle from the Virgin Islands because of the presence there of splenic, or tick, fever. The quarantine prohibits the shipment of cattle infested with or exposed to the fever tick from the Virgin Islands to the United States and its possessions.

Tick fever was once a major problem in the Southeastern United States before ticks were eradicated by dipping.

Farm Mechanization 60 Percent Above 1941

We've all been aware of the way farm mechanization has increased in the past few years -- but the figures may surprise you. Since January 1, 1941, numbers of farm tractors have increased about 150 percent, motor trucks on farms 120 percent, milking machines 225 percent, grain combines 300 percent, and corn pickers about 400 percent.

Considering changes in numbers of all kinds of machines, as well as of horses and mules, it appears that farmers this year have about 60 percent more farm power and machinery, in total, than just before Pearl Harbor.

Reporting Agriculture

One of the RFD's has suggested that we mention again the new agricultural reporting book published by Bill Ward of Cornell. It's called "Reporting Agriculture, Through Newspapers, Magazines, Radio, Television." We mentioned it when it was published a few weeks ago, but we've now had a chance to go through it more thoroughly.

In the author's words, "The book is a sort of primer that may be valuable to two kinds of persons: those who are anxious to enter one of the fields of agricultural journalism, but who first want to find out more about it; and those who are now beginners and want to progress faster." In our opinion, however, it has a much wider field of value and will be useful and stimulating to many older hands in the business.

We were especially interested in the chapter on "Agriculture and the Press" and, of course, in the chapters on radio and television. Chapters on agricultural advertising and public relations techniques also will be of special interest to farm radio folks.

Network Farm and Home Shows

NBC National Farm and Home Hour...Saturdays 1:00 to 1:30 p.m. EST. "USDA Headlines" with Ken Gapen. The January 3 feature, originating in Washington, will be Part 2 of "What's Ahead for Farmers in 1953," with Sherman Johnson and Bushrod W. Allin of BAE, Richard H. Roberts and Kenneth J. Nicholson of PMA, and Ken Gapen.

ABC American Farmer....Saturdays 12:30 to 1:00 p.m. EST. "Top of the Farm News" from Washington. The January 3 feature from Washington will be "New Coffee from the Old World," with Dr. F. L. Wellman, Office of Foreign Agricultural Relations; John Creech, Bureau of Plant Industry, Soils, and Agricultural Engineering; and Jack Towers.

CBS Radio Farm News....Saturdays 3:30 to 3:45 p.m. with Claude Mahoney.

Among Ourselves ...

Avery Means, WROM, Rome, Ga., writes that he has opened an office and remote studio at his farm and that he uses it to interview farmers and others who cannot get into town. He says he has chickens on that 55-acre farm and that he'll have sheep and hogs in the future.

Duane B. Rosenkrans, Jr., Mississippi Extension Editor, just sent us a copy of "Farm and Home Education Through Radio, 1952," reporting a survey of rural people in four counties. It showed that the Extension Service contacts more people in these counties by radio than it does by any other means combined. One half of the listeners said they had applied at least one new practice as a result of listening to radio during the preceding 6 months.

Beginning with this issue, the RFD Letter will be coming to your desk weekly -- instead of fortnightly as it has been since September 1951. You will recall that we had to cut down at that time because of an appropriations reduction, and then lack of manpower prevented us from resuming weekly publication later. We're mighty glad to be back on the old schedule.

With this last Letter of 1952, let all of us wish all of you the very best of everything for the New Year.

Cordially,

Ken and Don

Ken Gapen and Don Looper
Radio and Television Service

ENCLOSURES:

Housing Needs and Preferences of Farm Families
Your Farmhouse Cut-Outs to Help in Planning

